

Sophie Tyler **Senior Consultant**
The Means LLP
 Date of Birth 18 July 1972
 Qualifications BA Hons Trans-national Integrated European Studies, University of Hull
 Magister Rerum Europae (M.A.) - Universität Osnabrück (DE)
 Expertise: Smarter Travel delivery and evaluation
 Community capacity building & consultation

Consultancy experience - Smarter Travel & business engagement

Client	Project Description
Better Bankside	Travel Planning Coordinator. Day to day management of travel planning programme, including Travel Planning theme group
Waterloo Quarter Business Improvement District	Corporate Social Responsibility Programme scoping - member engagement
Camberwell Travel Plan Group (London Borough of Southwark)	Scoping an area travel plan Delivery of Step Inside Camberwell walking initiative
Smarter Travel Richmond	Workplace travel plan engagement
University of Oxford	Expert input to workshops for Oxfordshire County Council on business engagement within future Local Transport Plan

Research experience - Department for Transport Studies, University of Westminster

Client	Project Description
Transport for London/Smarter Travel Sutton	Project manager for independent evaluation of innovative joint active travel and health promotion campaign.
Joseph Rowntree Foundation	Project manager for research focusing on qualitative methods to review the impacts of transport schemes in four case study areas.
EU INTERREG IIIB OPTIMUM ² project	European project focusing new strategies to promote sustainable travel in businesses and hospitals. Three roles: <ul style="list-style-type: none"> • Manager of team of three to establish and run two business focused travel plan groups in London Borough of Southwark (Bankside and Camberwell) • Advisor on monitoring and evaluation to two project partners • Coordinator of two thematic groups of project partners.
FIA Foundation for the Automobile and Society	International project based on case study research. Sole researcher for the UK element of the project and coordinated the work of other French and US academic partners.
EU 5 th RTD Framework TAPESTRY project	Research coordinator for a major EU funded project, involving 24 partners from 12 European countries. TAPESTRY focused on developing effective methods to design, implement and assess sustainable transport marketing and educational campaigns.



Selected Conference Presentations:

'Developing an Area Travel Plan: Lessons from Better Bankside' Local Travel Plan Networks – Travel Plan Plus / National Business Travel Network, November 2010

'Managing the Cycling Renaissance in Bankside' European Conference on Mobility Management (ECOMM), May 2009, San Sebastian.

'The Bankside Master Travel Plan: Providing a framework to support cycling and walking promotion' Giles Semper and Sophie Tyler, ECOMM June 2008, London

'Setting up Local Travel Plan Groups: the future of workplace travel planning in urban conurbations? Examples from London, UK'. Sophie Tyler, Dr Marcus Enoch and Lian Zhang. Transportation Research Board 86th Annual Meeting, Washington DC, 21-25 January 2007.

'What are Travel Plan Networks? Research from the OPTIMUM² Project' Marcus Enoch and Sophie Tyler, The Association for Commuter Transport 10th Annual Conference, London, 21 February 2006

'Evaluating The Contribution of Transport Projects to Welfare To Work: An International Study' Karen Lucas and Sophie Tyler. Transportation Research Board 85th Annual Meeting, Washington DC, 22-26 January 2006

Marketing and Campaigns: Do they work? Lessons from Europe. (Werken marketing en campagnes? Lessen uit Europa). Nationaal Congres Mobiliteitsmanagement, Hilversum, The Netherlands, 19 May 2005 (nominated for conference prize)

'Improving job access in the US, France and the UK: Examining the role of transport initiatives.' Sophie Tyler and Karen Lucas, European Transport Conference, Strasbourg, 4-6 October 2004

Selected Publications

'Local engagement builds a stronger base for change: working through Business Improvement Districts' Giles Semper and Sophie Tyler. Smarter Travel, Issue 1 2009, Local Transport Today, Landor Publications.

Lucas, K, Tyler S, Christodoulou, G. Assessing the 'value' of new transport initiatives in deprived neighbourhoods in the UK. Transport Policy July 2009; 16(3): 115-122

Lucas, K, Tyler, S, Christodoulou, G. 'Valuing' new transport in deprived areas. Joseph Rowntree Foundation 2008, York. Report No: ISBN:978 1 85935 658 6,

'Local Travel Plan Groups: A practical guide to setting up an effective group' Sophie Tyler, Lian Zhang and Marcus Enoch, Transport for London, 2007.

Other Employment:

2000- 2010 Research Fellow, Department of Transport Studies, University of Westminster

